

2007 **Wake Up, Michigan!** Symposium

A discussion
with national
experts
regarding
drowsy driving



Steelcase University
Learning Center,
Town Hall,
1111 44th Street SE
Grand Rapids, MI

September 20, 2007 • 8 a.m. to 4 p.m.

WHY SHOULD I ATTEND?

Several national speakers will explain the importance of sleep and the effect it has on companies, employees, and other drivers. Learn how lack of sleep and driver fatigue impact organizations' bottom lines and find some solutions to take back to the office. Sessions will also focus on drowsy driving laws and engineering countermeasures.

WHO SHOULD ATTEND?

- » Employers (risk, HR, safety managers)
- » Law enforcement
- » Engineers
- » Commercial motor vehicle fleet managers
- » Others concerned about traffic safety and public health

Driver fatigue is a prevalent national public health and safety problem that is receiving increased attention in state legislatures, the media, and the courts. Is your workplace addressing this issue?

The National Highway Traffic Safety Administration conservatively estimates that drowsy driving crashes kill more than 1,500 and injure 71,000 Americans every year, resulting in at least \$12.5 billion in diminished productivity and property loss. More than half of American drivers admit to driving while drowsy, and 20 percent say they have actually fallen asleep at the wheel within the past year. Shift workers and people working long work hours and are especially at risk. This problem will continue to grow as the workforce ages, more drivers are added to our roads, and traffic congestion and commute times between work and home increase.

National speakers will review research regarding principal causes, special at-risk populations, effective countermeasures, best practices, and educational materials and programs to use in the workplace.

Speakers

WHO NEEDS SLEEP AND WHAT IS IT GOOD FOR?

BEHAVIORAL WORKPLACE POLICIES AND COUNTERMEASURES



MARK R. ROSEKIND, Ph.D., is founder, president, and chief scientist of Alertness Solutions, a company that provides fatigue management consulting, education, and training services. He has also directed fatigue programs at NASA and sleep research at Stanford University's Sleep Disorders Clinic and is a board member of the National Sleep Foundation.

THE DANGERS OF DROWSY DRIVING

THE LEGISLATIVE AND LEGAL IMPACT OF DROWSY DRIVING



DARREL DROBNICH is chief program officer for policy, education, and research for the National Sleep Foundation (NSF). He has written for national publications and has represented NSF in hundreds of national and international newspaper and magazine stories as well as media programs. He also served on planning committees and expert panels for the U.S. Department of Transportation, Department of Health and Human Services, and the National Institutes of Health.

ARE YOU AT RISK?



CHRISTOPHER L. DRAKE, Ph.D., is a clinical psychologist at the Henry Ford Hospital Sleep Disorders and Research Center and assistant professor of psychiatry and behavioral neurosciences, School of Medicine, at Wayne State University. He is board certified in sleep medicine and behavioral sleep medicine. Dr. Drake serves as a clinical editor for the International Journal of Sleep Disorders and is on the editorial boards of the journal SLEEP and Behavioral Sleep Medicine and is a National Sleep Foundation member.

DROWSY DRIVING AND LAW ENFORCEMENT



BRYAN VILA, Ph.D., is a professor of criminal justice at Washington State University, he teaches topics such as research and evaluation methods, criminology theory, crime and public policy, and policing. Some of his research areas include street gangs and the impact of bio-physiological, social, and behavioral factors on police performance and discretionary behavior. Dr. Vila has co-authored four books, including *Tired Cops: The Importance of Managing Fatigue*.

MONITORING SYSTEMS TO DETECT DROWSY/FATIGUED DRIVERS



ROBERT DUFOUR, Ph.D., is a human factors engineer with the Advanced Driver Support Systems Department at Delphi Electronics & Safety, where he is responsible for research and implementation of driver monitor systems. He moved his research into the private sector in 2000 after teaching psychology at various liberal arts colleges. Dr. Dufour specialized in cognitive science and how the brain stores and retrieves information.

RUMBLE STRIPS AND HOW THEY RELATE TO DROWSY DRIVING



DAVID A. MORENA is the safety and traffic operations engineer for the Federal Highway Administration's Michigan Division Office in Lansing. His duties include searching the nation for successful safety-related practices and promoting them in Michigan. Mr. Morena develops and maintains nationwide information on best practices in several areas, including rumble strips, intersection safety, and elderly mobility countermeasures.

Draft Agenda

8–8:30 a.m.	Registration
8:30–8:50 a.m.	Welcome and Introduction to Drive Safely Work Week Campaign
8:50–9:30 a.m.	WHO NEEDS SLEEP AND WHAT IS IT GOOD FOR?
9:30–10 a.m.	THE DANGERS OF DROWSY DRIVING
10–10:30 a.m.	ARE YOU AT RISK?
10:30–10:45 a.m.	Break
10:45–11:45 a.m.	WORKPLACE POLICIES AND COUNTERMEASURES MONITORING SYSTEMS TO DETECT DROWSY/FATIGUED DRIVERS RUMBLE STRIPS AND HOW THEY RELATE TO DROWSY DRIVING
11:45 a.m.–12:30 p.m.	Lunch
12:30–2 p.m.	THE LEGISLATIVE AND LEGAL IMPACT OF DROWSY DRIVING AND DROWSY DRIVING AND LAW ENFORCEMENT
2–2:15 p.m.	Break
2:15–4 p.m.	EMPLOYER RISKS AND RETURN ON INVESTMENT

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No state or federal funds will be used for this symposium.

2007 Wake Up, Michigan! Symposium

» **Registration is \$50.**

» After September 10, 2007, do not mail registration fees—register by calling Arlene Turner at 517-333-5334.

» No telephone registrations will be accepted before September 10, 2007.

» No 302 law enforcement funding is available for Symposium registrations.

» After registering, substitutes may be designated to attend the symposium in writing to vartanid@michigan.gov any time before September 20.

» Electronic confirmations will be sent to those who provide e-mail addresses. Otherwise, confirmations will be mailed.

» Questions? Call Dan Vartanian at (517) 333-5322.

Registration Form

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